

TO whom it may concern:

I am a recording independent artist, from NYC. Naturally, I have a vested interest in the issue of localism in broadcasting.

I play locally in NYC and will soon release my third album. My band RIPE (www.RipeMusic.com) and I have sang the National Anthem for the Brooklyn Cyclones on 4th of July weekend, entertained at the NCAA Sweet 16 in Syracuse, and played important shows like the Miss Latina USA pageant 2004. We even had a float in the Coney Island Mermaid Parade. In addition, RIPE has a song on a nationally released charity compilation called GLOWBOY, which is due in store on Nov 2nd.

I have received airplay on college and low power stations, as well as internet stations, but I am completely disappointed on the play-for-pay attitude of larger stations. The stations in my area (and, I dare say, all the areas in the United States) do not serve the people. In my opinion, they just serve the corporations that represent/control artists chosen for "commercial appeal" over talent.

The FCC should most definitely define local programming in a more complete manner.

Local Programming should be local. Part of it should be entertainment-based, and that part should feature acts that perform locally and are based in the city with the station in it.

Local programming should only be about airtime. Any time spent with community activities should be about good will, and not used to fulfil any federal requirements. The local programming commitment should only include time spent on the air, discussing local issues, and exhibiting local entertainment.

Payola happens all the time and that is a shame. Indie Promoters are getting wealthy from the payouts of big corporation, which really just steals from the artists. Little artists don't get a shot to be heard, and larger artists watch a bigger and bigger portion of their possible pay go to these sort of "promotional" costs. The FCC should PROHIBIT the act of accepting any payments from anybody that does active research or makes programming suggestions.

Any free concert to a radio station is a form of payola as well.

Payola is also obviously what is going on when a record label buys AD spots on stations to play band songs as an announced ad. A song is not an AD. That seems obvious, but this is yet another way for payolas to be alive and well.

Also, radio stations should not be allowed to seek payment for front and back announcing. Front and back announcing should be their job. It allows people to know who just played, and helps them buy the record, if they like the music. Again, this seems obvious, but the gross misconduct from corporations shows that every little point has to be spelled out.

As per voice tracking, you are taking jobs from union employees and basically automating them. It seems that this has to be very regulated with the use of the union involved, which is AFTRA, if it is to continue in any way at all.

National playlist affects the quality of choice. In this way, National Playlist free market trade. It seems to me that the best way to deal with this issue is to allow National Playlists, while giving a percentage of good time slots to local talent. That would allow the stations to serve their communities in a fair way.

I respectfully ask that the FCC address this issue with a public proceeding.

Thank you for your time.

Sincerely,
Christa McNamee
917-952-5685